

Concordia University  
Faculty of Commerce and Administration  
Faculty Council  
Friday, May 2, 1997

**Minutes**

**Present:** T. J. Tomberlin, Acting Chair  
C. Bayne ( DS&MIS, A. Brodt (Finance), J. Craighead (Acco.), M. El Louadi (DS&MIS), J. Etezadi (DS&MIS), S. Fata (CGSA), Z. Gidengil (Mktg.), L. Healey (Reg.), A. Hochstein (MBA), S. Hoffman (Lib.), G. Johns (Mana.), T. Lituchy (Mana.), R. A. Long (Acco.), J. McIntosh (Econ.), R. Molz (Mana.) D. Morin (Assoc.Dean), F. Rashkovan (Mana.), J. A. Rosenblatt (Assoc. Dean), M. Sharma (DS&MIS), I. Sinclair (CGSA), M. Thakor (Mktg.), K.Tsolakos (CASA), P. Varson (Finance), J. Woodrow (Comp.Ser.)

**Guests:** B. Hughes (CGSA), D. Malatesta (CASA), D. Nizzola (CASA), R. A. Padilla (CGSA), Hon. P. Sévigny (Mana.)

**Absent with regret:** M. Anvari (Dean), T. Geha (CASA), J. Hall (Mana.), A. Lavack (Mktg.), G. Martin(Comp.Sci.),C. Vallejo (Mod.Lang.)

**I Call to Order**

The meeting was called to order at 9:40.

The Chair advised that the approval of the nominations for the 1997 Faculty of Commerce and Administration Awards of Distinction would be added to the agenda.

**II Closed Meeting**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**III Open Meeting**

**IV Approval of Agenda - CAFC-97-03A**

IT WAS MOVED BY J. A. ROSENBLATT AND SECONDED BY D. MORIN THAT FACULTY COUNCIL APPROVE THE AGENDA, CAFC-97-03A, AS AMENDED.

THE MOTION WAS CARRIED UNANIMOUSLY.

**V Approval of the Minutes - CAFC-97-02M**

IT WAS MOVED BY M. SHARMA AND SECONDED BY K. TSOLAKOS THAT FACULTY COUNCIL APPROVE THE MINUTES OF THE MARCH 7, 1997 FACULTY COUNCIL MEETING, CAFC-97-02M.

THE MOTION WAS CARRIED UNANIMOUSLY.

**VI Chair's Remarks and Question Period (15 minutes maximum)**

The Chair reported on the success of the AACSB certification celebration and the Women and Work Symposium. Members of Council applauded J. A. Rosenblatt who organized the AACSB public relations events and a vote of thanks was extended to the organizers of the Women and Work Symposium, Yvonne Callaway-Smith, Chantal Chevrier, Marjorie Davis, Brian Hawker, Rosalind Knitter, Gerry Korda, Danielle Morin, Sandy Robinson, Valerie Rousseau, Marjorie Sharp and Ingrid Sinclair. With regard to the University budget, the Chair advised that no decisions have been made regarding budget cuts. In conclusion he reported that the Faculty Planning and Budget committee have agreed to strike a sub-committee to explore the relationship between the Faculty and the Department of Economics.

**VII Faculty Council Elections - CAFC-97-03A-01**

1. A. Jalilvand was elected by acclamation to serve on the Search Committee for the Chair of the Management Department.
2. C. Bayne was elected by acclamation to serve on the Senate Academic Planning and Priorities Committee for a three-year term: June 1, 1997 - May 31, 2000.
3. It was agreed that the election of a representative for the Senate Academic Programs Committee would be brought forward to the next Faculty Council.
4. B. Barbieri was elected by acclamation to serve on the Senate Academic Services Committee for a three-year term: June 1, 1997 - May 31, 2000.
5. J. Mannadiar, G. Korda and M. Sharma were elected by acclamation to serve on the Commerce Undergraduate Student Request (& Appeals) Committee for a one-year term: June 1, 1997 - May 31, 1998.
6. E. Werbin, B. Baran, J. Mannadiar, F. Rashkovan and C. Ross were elected by acclamation to serve on the Standing Committee on Academic Re-Evaluation for a one-year term: June 1, 1997 - May 31, 1998.

**VIII Business Arising from Previous Meeting****1. FC&A Response to "Our Immediate Future" - CAFC-97-03A-02**

IT WAS MOVED BY M. THAKOR AND SECONDED BY F. RASHKOVAN THAT FACULTY COUNCIL ACCEPT THE RESPONSE TO "OUR IMMEDIATE FUTURE", CAFC-97-02A-02.

The Chair explained that the response was a result of the synthesis of departmental feedback by the Faculty Planning and Budget Committee.

THE MOTION WAS CARRIED UNANIMOUSLY.

**2. FC&A Student Placement**

J. A. Rosenblatt reported that the undergraduate student body has voted in favour of implementing an additional fee to support a placement centre for Commerce Students, CASA will donate \$20,000 per year and the Faculty will assume the responsibility for personnel to maintain and manage the service. The structure for the centre is being developed with the expectation that the centre will be in operation by September 1997

**IX Report: Undergraduate Programs, Academic and Student Affairs****1. Curriculum Revisions - CAFC-97-03A-03**

D. Morin highlighted the proposed revisions. The required credits for the Economics Major have been reduced from thirty-six to twenty-four credits and the Economics Minor has been reduced to twelve credits in line with the Commerce norms and the Honours in Economics has been eliminated. The number of courses required in the Basic of Business cluster has been revised, the prerequisites for the new majors have been adjusted and Fina. 214 and Mark 213 have been phased out of the program.

IT WAS MOVED BY J. ETEZADI AND SECONDED BY M. SHARMA THAT FACULTY COUNCIL ACCEPT THE UNDERGRADUATE CURRICULUM REVISIONS AS PROPOSED IN DOCUMENT

CAFC-97-03A-03.

THE MOTION WAS CARRIED UNANIMOUSLY.

D. Morin welcomed faculty participation in any of the fifty orientation sessions that will take place during the summer. A schedule of the sessions will be made available to all faculty.

X

**Report: Graduate Programs, Research and Program Evaluation**

**1. Curriculum Revisions - Diploma In Accountancy - CAFC-97-03A-04**

G. Kannan explained that the minor changes, the creation of a new course and the deletion of one course are the consequence of the ongoing changes in the accounting profession.

IT WAS MOVED BY G. KANAAN AND SECONDED BY J. CRAIGHEAD THAT FACULTY COUNCIL ACCEPT THE DIPLOMA IN ACCOUNTANCY REVISIONS AS PROPOSED IN DOCUMENT CAFC-97-03A-04.

THE MOTION WAS CARRIED UNANIMOUSLY.

**2. DIA/DSA Faculty Appraisal Report - CAFC-97-03A-05**

J. A. Rosenblatt, Chair of the DIA/DSA Appraisal Committee, explained the appraisal process and outlined the core recommendations in the report including the upgrading of the admission standards to dispel the image of inferiority that plagues the program and the reinforcement of the not-for-profit focus. He noted that the program not only meets the terms of the Faculty mission but serves a niche market and shows a profit.

**3. Response to the DIA/DSA Faculty Appraisal Report - CAFC-97-03A-06**

C. Bayne reported that the DIA/DSA Committee accepts the recommendations of the report with the exception of recommendation thirteen (13) and proposed a minor modification to the sub-text of recommendation three (3). With regard to recommendation three, the committee recommends that a fourth requirement be added: Professional and/or other relevant experience be considered. With regard to the application of the GMAT or GRE requirements, the committee recommends that the admissions committee have some flexibility inasmuch as twelve percent of students in the program over the last four years have had either Masters, Ph.D.s degrees or were medical doctors.

With regard to the Diploma in Sports Administration, the committee recommends that the Faculty Director of the DIA/DSA Program assume responsibility for the program curriculum and the hiring of personnel to ensure that the program meets the quality standards of the AACSB and is equivalent in quality to the DIA Program with the provision that additional resources be made available to hire at least one full-time lecturer.

IT WAS MOVED BY G. KANAAN AND SECONDED BY D. MORIN THAT FACULTY COUNCIL RECEIVE THE DIA/DSA FACULTY APPRAISAL REPORT, CAFC-97-03A-05 AND THE RESPONSE TO THE DIA/DSA FACULTY APPRAISAL REPORT, CAFC-97-03A-06.

The Chair commented that the purpose of the discussion was not to approve all the recommendations in the two reports but to serve as a guide for an administrative response to the appraisal and any curriculum revisions implied in the recommendations.

IT WAS MOVED BY A. B. IBRAHIM AND SECONDED BY C. BAYNE THAT THE FACULTY OF COMMERCE AND ADMINISTRATION ASSUME RESPONSIBILITY FOR THE MANAGEMENT OF THE DIPLOMA IN SPORTS ADMINISTRATION PROGRAM TO BE ADMINISTERED BY THE DIRECTOR OF THE DIA/DSA PROGRAM.

It was recommended that a motion be adopted to give the Faculty of Commerce and Administration

and the Director of the DIA/DSA Programs full responsibility for the administration of the Diploma in Sports Administration. It was agreed that the motion on the floor be discussed and voted on prior to the consideration of the proposed motion.

With regard to a question about the equivalence of the DIA/DSA courses to 600-level courses, it was stated that while the status of the course content would be equivalent to all graduate level courses, the content is specifically focused on not-for-profit administration. Given the revised admission criteria, a DIA/DSA student's academic eligibility to register for a 600-level course would be equivalent to that of a Masters' student. In response to concern that faculty members teaching in the DIA/DSA program would not have the equivalent academic status as those teaching in the MBA program, it was pointed out that one of the recommendations of the appraisal committee provides for an increase in the number of full-time quality faculty teaching in the program. It was also stated that most of the faculty teaching in the program have Ph.D.s. As demonstrated by the success of the Diploma in Accountancy Program, the importance of part-time faculty expertise, given the special nature of the program, was emphasized. A minor inconsistency between recommendation one and three was noted. With regard to the reference on page nine to the MBA establishing a sports and leisure option, there was some doubt expressed that the needed faculty expertise would be made available. There was strong objection to recommendation fifteen (15), page twelve (12), regarding the COMM modules, which were designed solely for the MBA students, being refined to suit the needs of DIA/DSA students.

With respect to the revised admission standards, J. A. Rosenblatt stated that the committee anticipated a temporary 25 - 30% decrease in enrolment within the first two years with a subsequent rebound based on the strength of the revised program.

In response to a question about the Diploma in Sports Administration Program, it was stated that one-third of the DIA/DSA student body represents Sports Administration students and the Sports Administration Program offers an undergraduate prerequisite course and three graduate courses. It was confirmed that the responsibility for the DSA program had not been discussed by the Appraisal committee. In reply to a question about the implementation of the GMAT or GRE, it was explained that the Appraisal committee based the recommendation on the need for a third-party evaluation mechanism. It was suggested that the cost-benefit analysis based on part-time faculty be reviewed in light of the AACSB ratio of 60% full-time faculty teaching in the program. The exclusion of a student representative on the admissions committee, contained in response recommendation four (4), will be reconsidered. The MBA admissions committee includes the CGSA Vice-President, Academic who along with other members of the committee receive only the critical information needed to evaluate each applicant.

THE MOTION WAS CARRIED UNANIMOUSLY.

IT WAS MOVED BY A. B. IBRAHIM AND SECONDED BY C. BAYNE THAT THE FACULTY OF COMMERCE AND ADMINISTRATION ASSUME FULL RESPONSIBILITY FOR THE DIPLOMA IN SPORTS ADMINISTRATION PROGRAM TO BE ADMINISTERED BY THE DIA/DSA PROGRAM DIRECTOR.

During the ensuing discussion it was generally agreed that members of Council would need more information about the issue prior to making a decision. It was suggested that the Associate Dean, Graduate Programs, Research and Program Evaluation discuss the matter with his counterpart in the Faculty of Arts and Science and report back at the next meeting of Council.

The mover and the seconder agreed to amend the motion as follows:

IT WAS MOVED BY A. B. IBRAHIM AND SECONDED BY C. BAYNE THAT THE ASSOCIATE DEAN, GRADUATE PROGRAMS, RESEARCH AND PROGRAM EVALUATION BE GIVEN THE MANDATE



TO INVESTIGATE THE FEASIBILITY OF THE FACULTY OF COMMERCE AND ADMINISTRATION ASSUMING FULL RESPONSIBILITY FOR THE DIPLOMA IN SPORTS ADMINISTRATION PROGRAM TO BE ADMINISTERED BY THE DIA/DSA PROGRAM DIRECTOR AND REPORT BACK TO THE NEXT FACULTY COUNCIL MEETING.

THE MOTION WAS CARRIED UNANIMOUSLY

**XI Report: External Affairs and Executive Programs**

J. A. Rosenblatt reported that the AACSB celebration has resulted in excellent feedback for the Faculty. For the record, he expressed his continued disappointment with the lack of coverage provided by Montreal's only English newspaper, *The Montreal Gazette*, which refuses to acknowledge Concordia as an institution. He praised the CTV Pulse coverage and expressed his appreciation to the many individuals in the Faculty and University who helped make the event a success. He announced that "Faire le grand saute" will take place again this summer, the newsletter will continue in the same format as will Speaker's Day for the Contemporary Business Thinking course.

**XII Report: Administrative Affairs and Human Resources**

A. B. Ibrahim reported that the strategic space plan for the Faculty has been submitted to the Vice-Rector, Services.

**XIII Reports from Faculty Representatives on University Committees**

1. **University Senate** - There was no report.
2. **Arts and Science Faculty Council** - CAFC-97-03A-07, CAFC-97-03A-08  
The reports prepared by C. Draisin were received.
3. **Senate Academic Planning and Priorities** - There was no report.
4. **Senate Academic Programs Committee** - There was no report.
5. **Senate Research Committee** - There was no report.
6. **Senate Academic Services Committee** - There was no report.
7. **University Library Committee** - There was no report.
8. **Undergraduate Scholarships and Awards Sub-committee** - There was no report.
9. **Computer Resources Committee** - There was no report.
10. **Board of Governors** - There was no report.
11. **Council of Graduate Studies** - There was no report.

**XIV Reports from Student Associations**

1. **C.A.S.A. Report**

K. Tsolakos reported that the vote to help finance a Faculty student placement centre held April 14th was unanimous. Students agreed to pay \$12.00 each per semester beginning September 1997. With respect to upcoming events, she reported that the CASA awards ceremony will take place on Tuesday, May 6, 1997, at the Holiday Inn Crown Plaza and the graduation ball is scheduled May 10, 1997 at Mont Tremblant lodge. She introduced the incoming President, Dino Nizzola and Dino Malatesta the incoming VP, Academic and Student Affairs and thanked the faculty members for a memorable experience. In closing she reported that as a consequence of her participation on the Board of Governors, Pauline Marois, the Minister of Education, has asked her to represent all Quebec students on an external review committee in Quebec City to study university policies. Ms. Tsolakos was thanked and applauded for her efforts on behalf of the Faculty.

2. **C.G.S.A. Report**

I. Sinclair expressed her appreciation to the faculty members for an interesting year and introduced her successor B. Hughes and R. A. Padilla, VP, Internal. Ms. Sinclair was applauded and thanked by members of Council.

S. Fato acknowledged the efforts of the faculty and staff in improving the quality of his education

during the course of his undergraduate and graduate degrees and expressed his hope that the twenty-first century will see Concordia's Faculty of Commerce and Administration recognized as the best business school in Canada.

#### **XV     New Business**

##### **1.     Executive MBA Annual Report - CAFC-97-03A-09**

IT WAS MOVED BY M. THAKOR AND SECONDED BY A. B. IBRAHIM THAT FACULTY COUNCIL GRANT SPEAKING PRIVILEGES TO K. ARGHEYD, DIRECTOR, EXECUTIVE MBA PROGRAM.

THE MOTION WAS CARRIED UNANIMOUSLY.

IT WAS MOVED BY K. TSOLAKOS AND SECONDED BY Z. GIDENGIL THAT FACULTY COUNCIL RECEIVE THE EXECUTIVE MBA ANNUAL REPORT, CAFC-97-03A-09.

In reply to a question about the rent for the EMBA facilities, K. Argheyd confirmed that the rental charge of \$22.00 per square foot was an internal charge. It was suggested that future reports be given in September to provide enrolment and financial data for the same year. It was agreed that an interim report be provided in September 1997 for the MBA and EMBA programs with subsequent annual reports to be made in September.

In response to a question about the implementation of the revised curriculum, K. Argheyd reported that new program has been well received however minor adjustments will be made during the summer.

K. Argheyd reiterated J. A. Rosenblatt's complaint about the lack of coverage of Concordia activities by *The Montreal Gazette*. He reported excellent coverage by *La Presse* of the EMBA International Study trip.

THE MOTION WAS CARRIED UNANIMOUSLY.

##### **2.     CPMC/CTMC Annual Report - CAFC-97-03A-10**

IT WAS MOVED BY C. BAYNE AND SECONDED BY J. MCINTOSH THAT FACULTY COUNCIL RECEIVE THE CPMC/CTMC ANNUAL REPORT.

In response to a question about financial carry over from 1996 and 1997, L. McGown explained that the surplus is transferred to the Faculty budget of which 30% is transferred to the University budget and the balance is used to cover deficits in the Faculty. It was suggested that the revenues be clearly identified in future reports.

THE MOTION WAS CARRIED UNANIMOUSLY.

#### **XVI    Other Business**

There was no other business.

IT WAS MOVED BY J. MCINTOSH AND SECONDED BY K. TSOLAKAS THAT THE MEETING BE ADJOURNED.

The chair encouraged all members to attend the next meeting Faculty Council for the approval of spring graduates and to participate in the convocation ceremony on June 12, 1997 at 10:00 a.m. At Place des Arts.

The next regular meeting of Faculty Council is scheduled to take place on Friday, May 23, 1997 at 09:30 in room GM403-2. The first portion of the meeting will be a closed session for the approval of Spring graduates.